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- claim 1, f
first or seco

1 5. The method of claim 4, further comprising identifying at least two users
2 of a common browsing pattern and informing the at least two users of the common
3 browsing pattern.

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1 6. The method of claim 1, further comprising providing the first user with
2 capability to inform the network site of subject matter of interest to the user.

1 7. The method of claim 6, wherein the second user is selected based on
2 characteristics the second user shares with the first user.

1 8. The method of claim 7, further comprising notifying the second user of
2 the characteristics shared with the first user.

1 9. The method of claim 7, wherein the characteristics include the subject
2 matter of interest to the user.

1 10. The method of claim 1, wherein the capability to inform the network
2 site of interest in co-browsing comprises capability to inform the network site of
3 conditions required for co-browsing.

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1 11. An apparatus for providing co-browsing by users shopping over a
2 network, comprising:

3 (a) an electronic commerce server connected to the network for offering items
4 for sale; and

5 (b) a co-browsing facility, provided by the electronic commerce server, that
6 allows a first user that is browsing the items for sale to conditionally know whether a
7 second user is also browsing the items for sale and then provides a communication
8 medium for a conversation between the first and second users via the electronic
9 commerce server while the first and second users both continue to browse the items
for sale on the network site.

1 12. The apparatus of claim 11, wherein the co-browsing facility comprises a
2 window for interfacing with the network site, wherein the window comprises a first
3 pane that displays information relating to items for sale and a second pane that displays
4 content of the communication between the first and second user.

1 13. The apparatus of claim 11, wherein the communication medium
2 comprises a proxy server that protects identity of the users.

1 14. The apparatus of claim 11, wherein the electronic commerce server is
2 capable of monitoring the browsing pattern of at least one of the first or second users.

1 15. The apparatus of claim 14, wherein the electronic commerce server is
2 further capable of identifying at least two users of a common browsing pattern and
3 informing the at least two users of the common browsing pattern.

13 16. The apparatus of claim 11, wherein the electronic commerce server
2 provides the first user with capability to inform the server of subject matter of interest
3 to the user.

1 17. The apparatus of claim 16, wherein the second user is selected based on
2 characteristics the second user shares with the first user.

1 18. The apparatus of claim 17, wherein the server notifies the second user of
2 the characteristics shared with the first user.

1 19. The apparatus of claim 17, wherein the characteristics include the
2 subject matter of interest to the user.

1 20. The apparatus of claim 11, wherein the co-browsing facility comprises
2 capability to inform the network site of conditions required for co-browsing.

1 21. An article of manufacture comprising a computer program carrier
2 readable by a computer and embodying one or more instructions executable by the
3 computer to perform method steps for:

4 (a) providing a network site offering items for sale;

5 (b) providing to a first user of the network site capability to inform the
6 network site of interest in co-browsing with a second user;

7 (c) providing to the second user of the network site capability to inform the
8 network site of interest in co-browsing with the first user; and

9 (d) providing a capability for communication between the interested first and
10 second users while they continue to shop on the network site.

1 22. The article of manufacture of claim 21, wherein the method further
2 comprises providing the users with a window for interfacing with the network site,
3 wherein the window comprises a first pane that displays information relating to items
4 for sale and a second pane that displays content of the communication between the
5 first and second user.

1 23. The article of manufacture of claim 21, wherein the capability for
2 communication comprises a proxy server that protects identity of the users.

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1 24. The article of manufacture of claim 21, wherein the method further
2 comprises monitoring the browsing pattern of at least one of the first or second users.

1 25. The article of manufacture of claim 24, wherein the method further
2 comprises identifying at least two users of a common browsing pattern and informing
3 the at least two users of the common browsing pattern.

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26. The article of manufacture of claim 21, wherein the method further
comprises providing the first user with capability to inform the network site of subject
3 matter of interest to the user.

1 27. The article of manufacture of claim 26, wherein the second user is
2 selected based on characteristics the second user shares with the first user.

1 28. The article of manufacture of claim 27, wherein the method further
2 comprises notifying the second user of the characteristics shared with the first user.

1 29. The article of manufacture of claim 27, wherein the characteristics
2 include the subject matter of interest to the user.

Cost
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30. The article of manufacture of claim 21, wherein the capability to inform the network site of interest in co-browsing comprises capability to inform the network site of conditions required for co-browsing.

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